

MODEL DEVELOPMENT OF COMPETITIVE STRATEGY BASED ON THE NEW 7-S's IN SATYA WACANA CHRISTIAN HIGH SCHOOL (SMA Lab) SALATIGA

Lowisye Leatomu
email : wizhieyizrel@gmail.com

Abstract: This study aims to develop a competitive strategy development model based on the new 7-S's on Satya Wacana Christian High School (SMA Lab) Salatiga. The method used is the Research and Development, where the study was performed only at the fifth stage, the potential and problems, data collection, product design, design validation, and revision of the design. This research was conducted in Satya Wacana Christian High School (SMA Lab) Salatiga. Interviews were conducted with principal, vice principals curriculum, student section, public relations, teachers, administration of the employees, students and parents to know the framework of the new strategy 7-S's on Satya Wacana Christian High School. While study documentation was conducted to determine the profile of the school, student profile, the work program of principals, vice-principals work program of curriculum, student affairs, and public relations. After the data collected are then reduced, summarized, categorized, synthesized and presented in narrative form and tables. Model-based development of competitive strategy the new 7-S's on Satya Wacana Christian High School consists of four rare developments, the formation of the team, defining the vision and mission, the analysis of the new 7-S's, and strategy development. Formulation of a strategy based on the analysis of the new 7-S's on Satya Wacana Christian High School consisted of three frameworks, namely Superior Stakeholder Satisfaction which includes the satisfaction of customers and workers, positioning program, and strategic cooperative.

Keywords: *Model, competitive strategy, the strategy of the new 7-S's*

Abstrak: Penelitian ini bertujuan untuk mengembangkan model pengembangan strategi bersaing berbasis *the new 7-S's* pada SMA Kristen Satya Wacana (SMA Lab) Salatiga. Metode penelitian yang digunakan adalah *Research and Development*, dimana penelitian ini hanya dilakukan sampai pada tahap kelima, yaitu potensi dan masalah, pengumpulan data, desain produk, validasi desain, dan revisi desain. Penelitian ini dilakukan di SMA Kristen Satya Wacana (SMA Lab) Salatiga. Wawancara dilakukan dengan kepala sekolah, wakil kepala sekolah bagian kurikulum, kesiswaa, HUMAS, guru, pegawai administrai, siswa dan orang tua untuk mengetahui kerangka kerja strategi *the new 7-S's* pada SMA Kristen satya Wacana. Sementara studi dokumentasi dilakukan untuk mengetahui profil sekolah, profil siswa, program kerja kepala sekolah, program kerja wakil kepala sekolah bagian kurikulum, kesiswaan, dan HUMAS. Setelah data dikumpulkan selanjutnya direduksi, dirangkum, dikategorikan, disintesis, dan disajikan dalam bentuk narasi dan tabel. Model pengembangan strategi bersaing berbasis *the new 7-S's* pada SMA Kristen Satya Wacana terdiri dari empat langkah pengembangan yaitu, pembentukan tim, menentukan visi dan misi, analisis *the new 7-S's*, dan pengembangan strategi. Formulasi strategi berdasarkan analisis *the new 7-S's* pada SMA Kristen Satya Wacana terdiri dari tiga kerangka, yaitu *superior stakeholder satisfaction* yang meliputi kepuasan terhadap *customers* dan *workers*, *positioning program*, dan *cooperative strategic*.

Kata Kunci: Model, strategi bersaing, strategi *the new 7-S's*